

UW Social Media Technologies & Implementation Course

Week 2:

- **Business Use-Cases for Social Media**
- **Update Community Management Project**
 - **Minute Paper Updates**
- **Guest Speaker: Jordan Nilsen from Clarisonic**

October 10th, 2012

Instructor: Blake Cahill @bcahill

Assistant: Derek Belt @derekbelt

Around the Social Media Space This Week

A chat about the last weeks debate

Community Management Project Update

Derek Belt

Minute Papers

I've found that messaging can be more tedious with social media than what you would write in a print ad or script for a radio spot. It has to be brief yet valuable, specific yet targeted, and you always have to say "I'm The Best" WITHOUT actually saying "I'm The Best".

[With social media], we are getting closer and closer to a polarized world where tweets are taken as news, opinions as facts and a typical dialogue is I'm right/you're wrong. ... All that being said, I think it is a great vehicle for storytelling, random acts of kindness and beauty. I guess it's like any form of human communication – you get out of it what you put into it.

In terms of business, social media has changed the game of branding. Simply put, if you're selling a Ford and marketing it as a Ferrari, your consumers won't stand for it. Your brand isn't what you say it is, it's what your community says it is. A Ford is a Ford.

Every profession, every business, every human being within the professional realm needs to have some knowledge of how their actions online affect their company.

Guest Speaker: Clarisonic

Week 2:

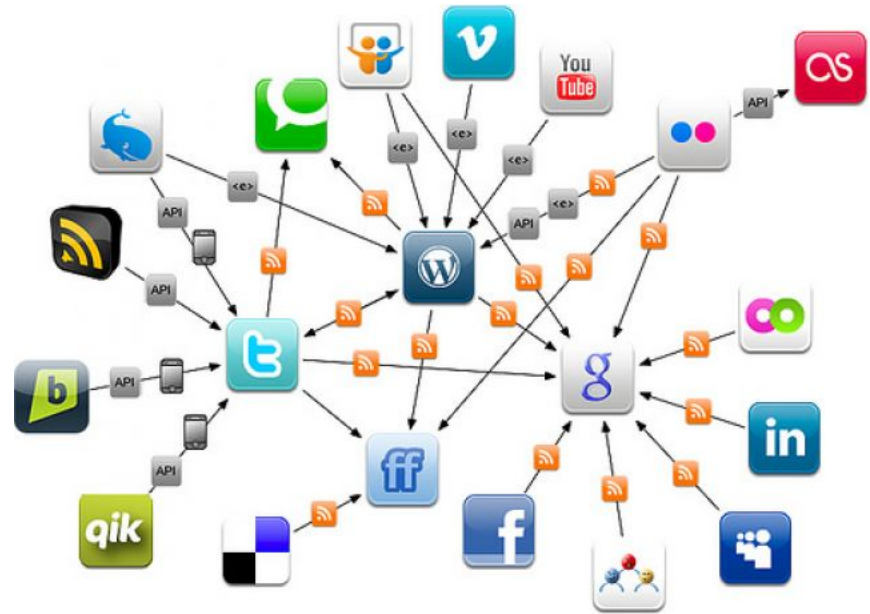
The Value of Creating a Social Business

- Use Cases across the Organization

Recap/Introduction

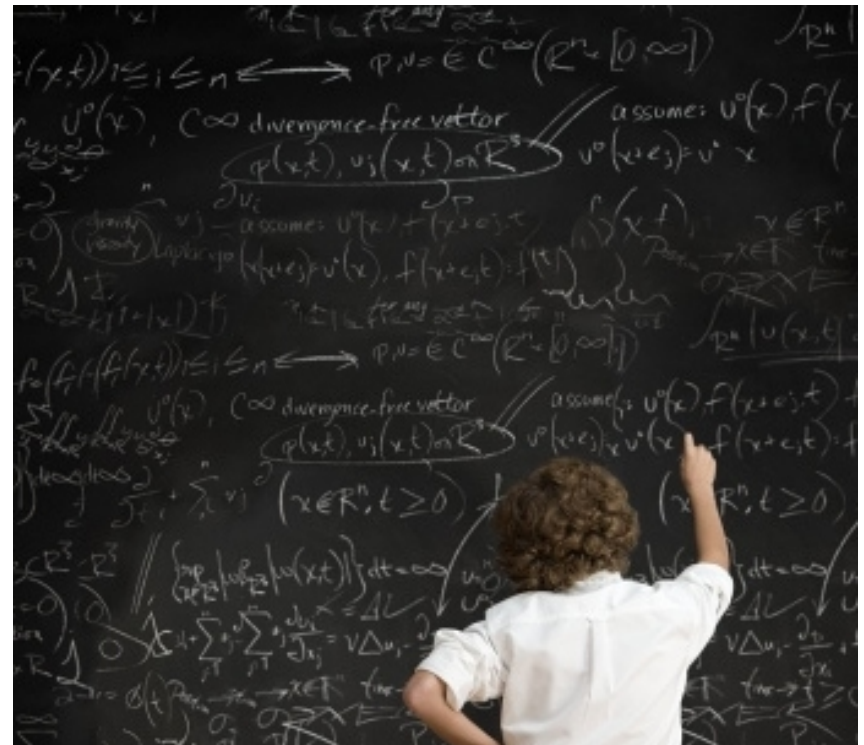
While the barrier and cost for entry is low, social media is not easy. It is a long-term commitment that involves time, resources, and patience. In the online world, it is a medium that is constantly expanding and evolving. For organizations determining where the starting line is and what it will take to be successful in the long run can sometimes be a daunting task.

Understanding who, what, where, why & how,
Social Media fits into an organization is critical.



Principles of Social Media

- Social media is a long-term **commitment**, not a campaign.
- Social Media is an **investment**.
- Social Media is about active and ongoing **participation**.
- The **customers** own the space – the brand/organization can only hope to help guide the conversation.
- Maintaining audience attention requires **content of value** – inspiring, entertaining, informative, and/or useful content.
- **Audience insight** is the building block of brand relevance.
- There is no silver bullet – always **test**!



Why Social Media?

The business values of social media

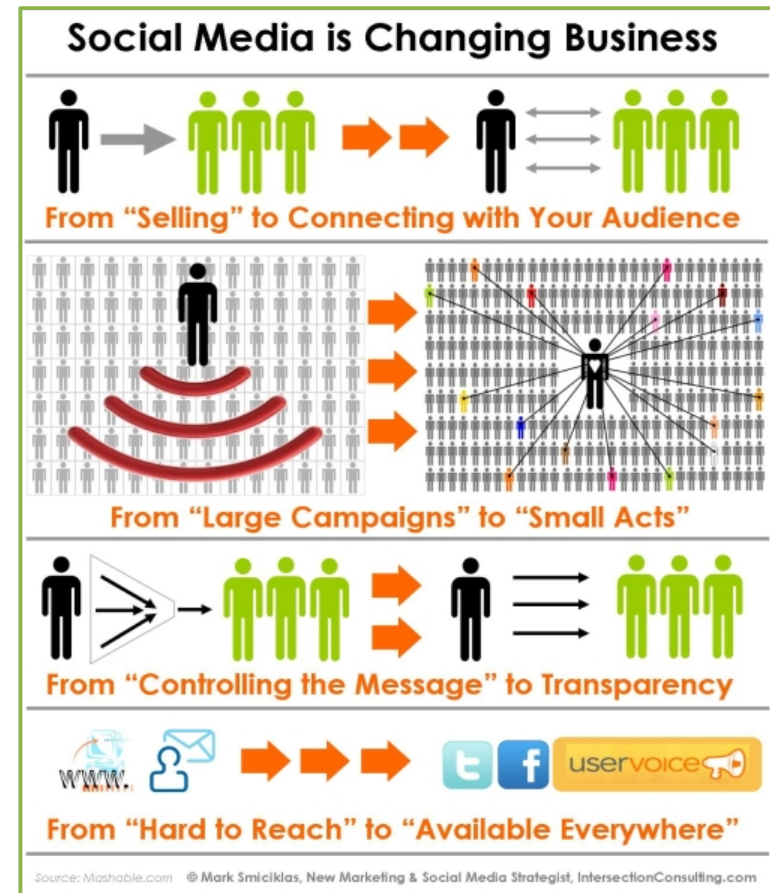
Permeates all areas of a business organization.

Provides 'real-time' media approach that can shift consumer perceptions.

Enables targeted responses to individuals at touch points throughout the customer journey.

Learn from customers to improve communications and products.

Further enables customer service, retention, and advocacy.



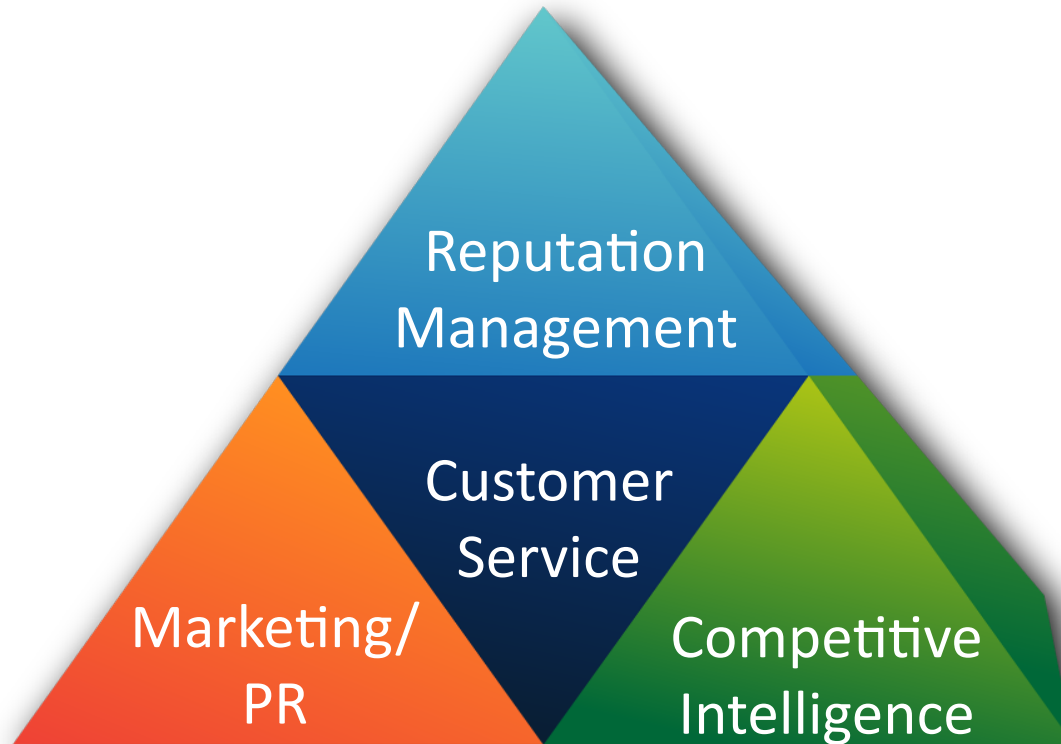
Social Media Continues to Change the Way Companies Do Business

Social media permeates all areas of a business organization and can serve as an effective channel for building customer relationships.

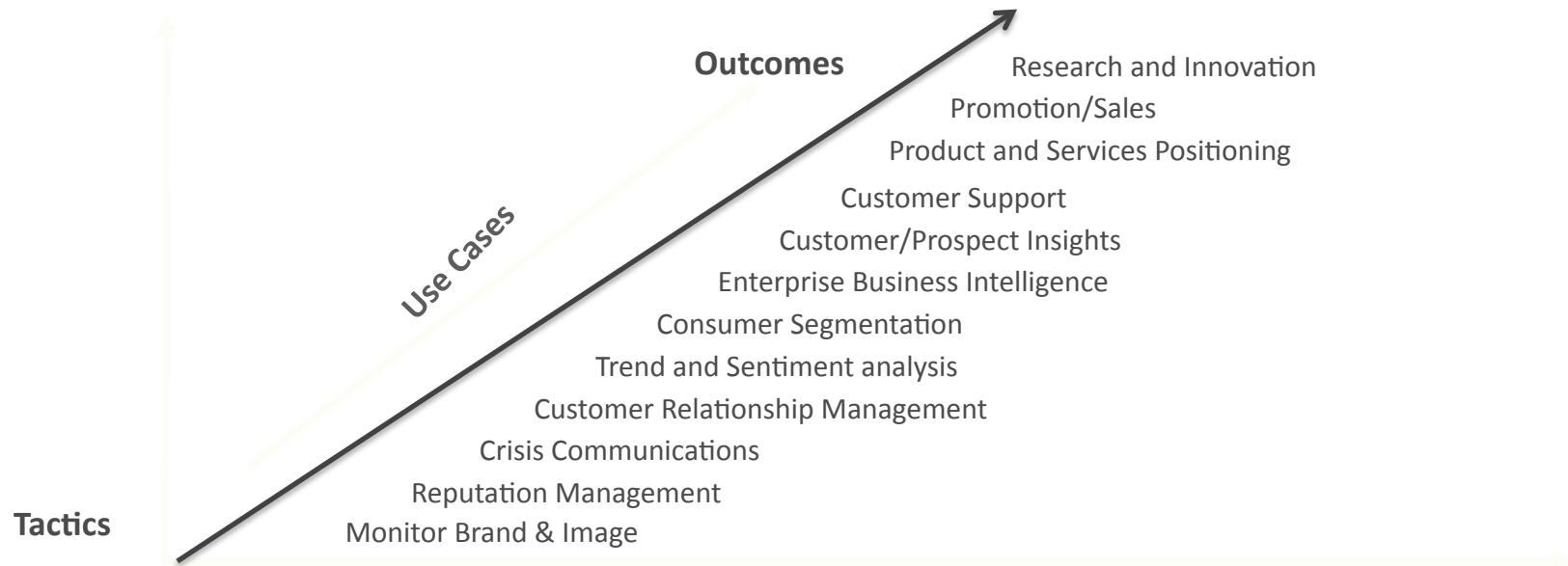
Social media can serve as an integral component of any organization in a number of capacities:

- Audience research and insight
- Reputation management
- Customer service
- Sales and customer acquisition
- Customer retention and advocacy

Social Impacts for a Organization



Social Business Adoption/Use Cases



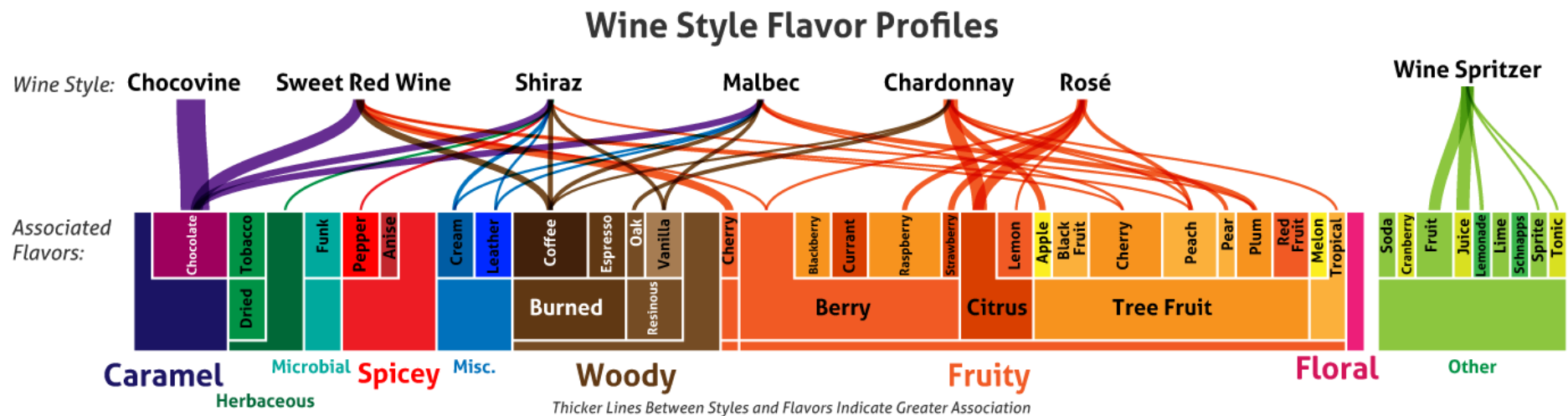
Who Should Pay Attention or Own “it”?

- Brand Marketers
- Media Buyers
- Public Relations
- Product Development
- Market Research
- Customer Service
- Executives

Market Research/Consumer Insights

Data Informs Strategy

How 34 million pieces of data changed 2013 product plans



DirectTV

Embracing Extreme Consumers

Only 5% of consumers go to the extremes

Only 8% of brand managers cater to them*



TivoBurkee
owns over
200+ remote controls



They are loyal.
They have resources.
They add real value.

* April 2010, Harvard Business Review "Behold the Extreme Consumers..."

Social Advertising



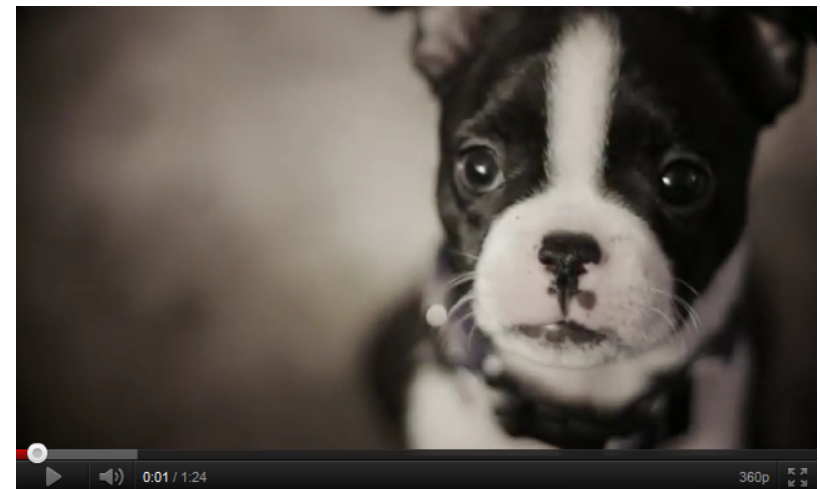
I'm a Puppy Campaign

Challenge Addressed:

- Drive excitement and adoption of a newly improved pet training pad product.
- Increase fans of the Hartz Facebook page.
- Drive newsletter signups.

Strategy deployed:

- Produce parody video titled "I'm a Puppy and It's Embarrassing," featuring the training pads in a pharmaceutical ad parody.
- Strategic placement of the video on ICanHasCheezburger.com.
- Secondary placement of video on Hartz Facebook page, supported by extensive blogger and Twitter outreach to encourage sharing.
- Pair the video launch with a 5,000 sample Facebook giveaway of the training pads, with a built in prompt to sign up for the Hartz Newsletter(s).





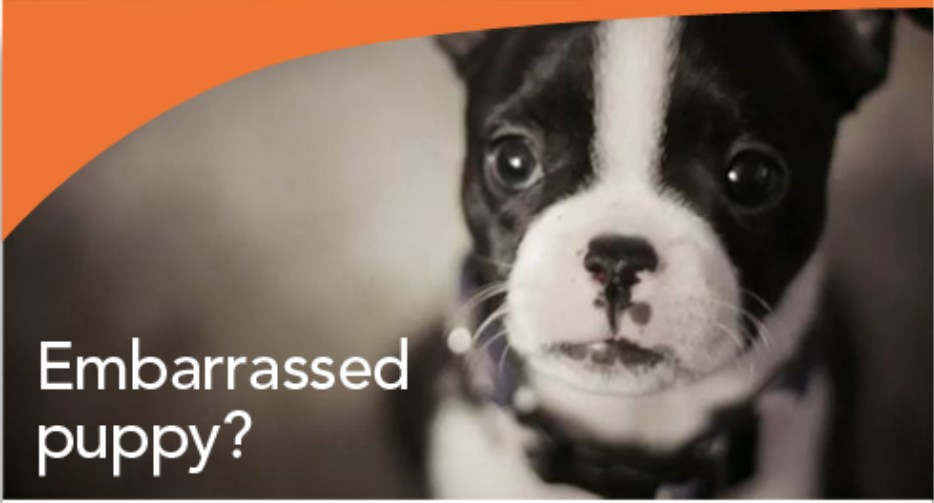
Social Advertising

Measurements used:

- Facebook Analytics to analyze community interactions and growth
- YouTube Insights to analyze video views, comments, and community growth
- Radian6 conversation monitoring
- Proprietary Banyan Dashboard to analyze Twitter activity and growth

Results achieved:

- 46,537 YouTube views in four days.
- 16,853 new Facebook fans in one week.
- 5,400 new subscribers to the Hartz Newsletters in one week.
- Depletion of all allotted training pad samples.

A close-up photograph of a black and white puppy's face, looking directly at the camera with a slightly awkward expression. The puppy has a white blaze on its face and a dark collar.

Embarrassed puppy?

Click to continue for a free sample of our Hartz® Home Protection™ Training Pads!

Next

Social Sales Frenzy

Demands social sharing

Creates sense of urgency



The promotional banner features a beach scene with a large thermometer in the center. The thermometer's red liquid indicates a 65% discount, with a scale on the right showing price levels from <500 to 4000+. A red box on the left shows the 'Parallels Desktop 7 for Mac' product box with the text 'run windows on your mac'. A red banner at the bottom says 'BUY NOW!'. To the right, a smartphone displays the 'Parallels Mobile' app, and a red circle contains an 'iPad Giveaway!' section with a 'SHARE' button. The background includes a blue sky and yellow sand.

Parallels® SPRING BREAK FRENZY

AVAILABLE NOW!

65% Off
Current discount
91 minutes left!

BUY NOW!

You drove the price down to 65% off! A deal that good can't last forever. Every 2 hours the price will increase by another 5% of the full price (\$4 each time), so act fast to get in on this great deal. The clock starts ticking at 9:00 am PT Thursday 3/29, but don't worry because we'll still offer Parallels Desktop for Mac at least 25% off through 3/31.

iPad Giveaway!
Share this deal with your friends for chance to win an iPad® 2!

SHARE

New PR

Approach to Ambassador Identification

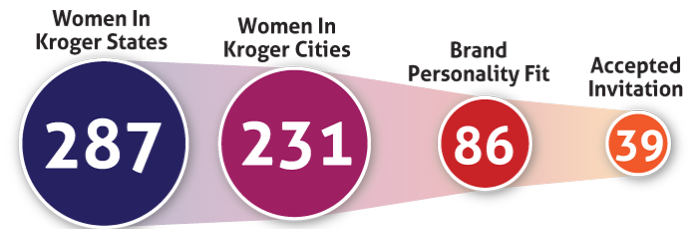
Summary

Our team began the search for ambassadors by profiling the appropriate personality types to represent the wine brand. We wanted to find influential women who would host and attend women-centric events such as girls' nights out, brunches, or baby showers. They needed to be social media savvy and have a bubbly, fun personality to match the brand.

To find the right women with the greatest reach we used the social analytics software Traackr. Each potential candidate was vetted for geographic location, social channel community size, personality, and post topic relevance.

Two hundred and eighty seven women were initially identified, then whittled down to eighty-six based on brand fit and travel distance to a Kroger grocery store. Our influencer relations manager reached out to each one with a personalized email, and 39 accepted the ambassador position. The final group represented a 13 percent conversion rate from the initial population and a 46 percent conversion rate from those contacted.

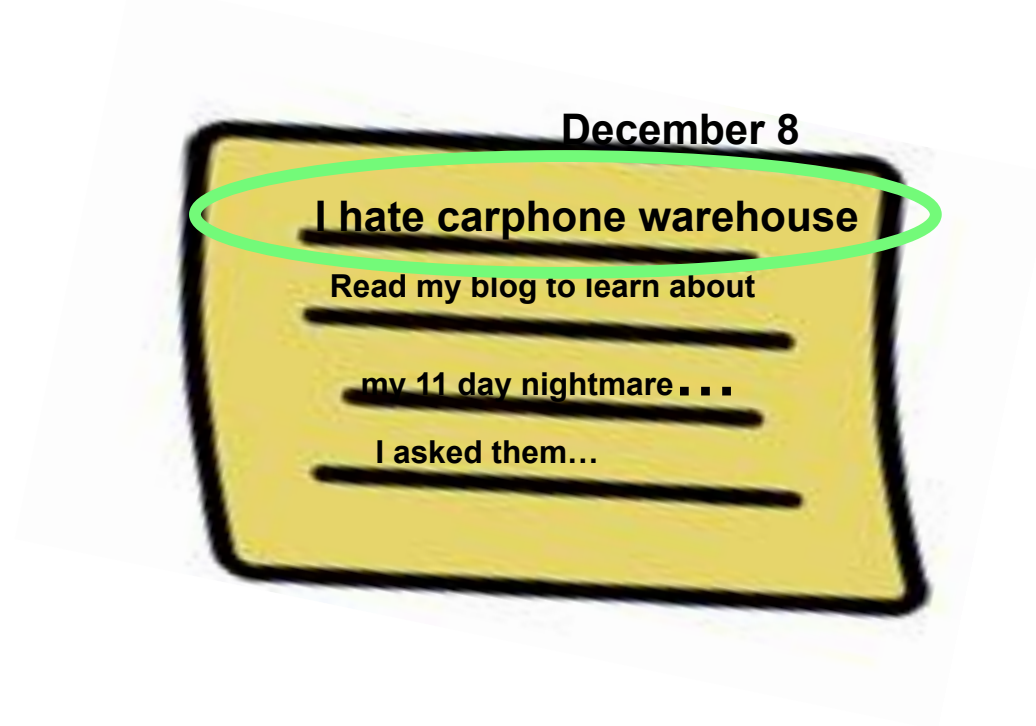
Ambassador Conversion Rate



Customer Service

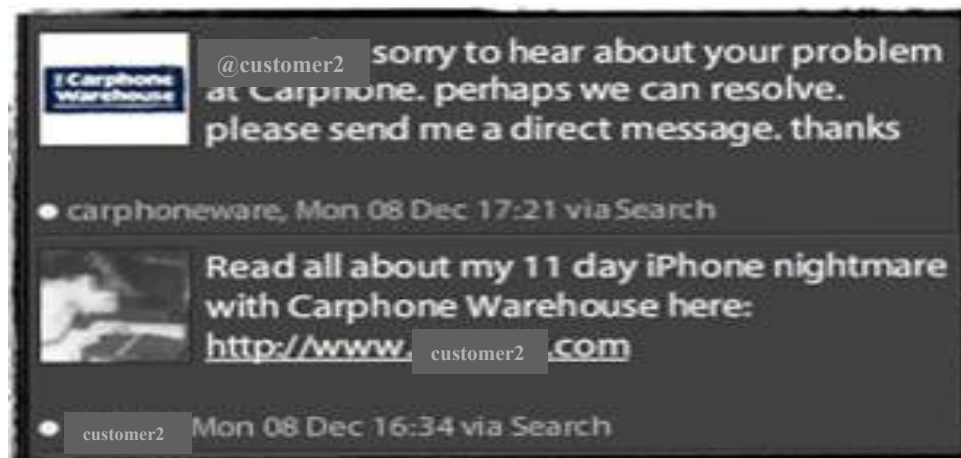
CPW's integration of customer blogs, Twitter and traditional customer service interactions

- Customer complains in their blog... and...



The customer then posts their disdain in Twitter

- The customer posts a tweet and directs people to read his blog using a tinyurl
- Guy tweets (responds) to the customers tweet and offers some help in the twitter
- The customer DM's Guy his phone number so Guy can call him and get the background on the issue
- Guy works on the issue and resolves it with the customer via traditional means



How customers repopulate social sites with positive customer sentiment

- The customer, who is completely blown away by this level of service, updates their blog...
- This provides customers who might be considering CPW a renewed view of CPW's dedication to service and their customers

December 15

I take it back-

I don't hate carphone warehouse

I was shocked how helpful...

DirectTV & Social Media

5 years ago they identified and bridged a service need between phones and advanced user communities



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From system set-up and features to your remote control, get help with your technical questions here. For faster answers, try searching the forums first or click a topic below.

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Support Resources

- Manuals
- DIRECTV FAQs
- Technical Support FAQs
- Game Lounge FAQs
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- DIRECTV2PC
- Download Media Share Set-up for PC
- Email
- iPhone Guide
- DIRECTV Scheduler for iPhone

Record Anytime, Anywhere
With DIRECTV's DVR SCHEDULER you no longer need to be at home to program your DIRECTV Plus® DVR. [Learn more here!](#)
[New DIRECTV iPhone Application Now Available!](#)

Thread: Directv.com programming change question

#1 | Link

programming change question

How to remove premium channels on the website? This used to be a feature on the website but it seems to have gone away. I used to call the 1-800 number but guess I have no

DBSTalk GOLD MEMBER

Join Date: Apr 11, 2003
Location: South Carolina
Posts: 287
User# 2579

Quote

Turn outreach into standard practice

Opening of College Football



- Detected in real-time
- Communicated alternative SD/HD feeds
- Directed customers back when it was restored